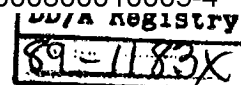


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16 JUN 1989

MEMORANDUM FOR THE RECORD

STAT

FROM:
Chairman, Fine Arts Commission

SUBJECT: Symposium on Corporate Art Collections

1. From 12 through 14 May 1989, I attended the Aspen Institute Symposium on Corporate Art Collections held at the Wye Plantation. My participation was funded by the Deputy Director for Administration. The goal was to develop contacts in the corporate art world that might lead to exchanges of art exhibits, short or long term. I believe this goal was accomplished. I had cordial discussions with curators of two collections, both of whom seemed agreeable--at least in principle--to such actions.

2. An attendance list is attached, as is the agenda. The corporate art curators in attendance were Ms. Carla Ash and Mr. Manuel Gonzalez, representing the Seagrams Corporation and Chase Manhattan Bank, respectively. Others in attendance represented academia, museums, the press, and philanthropic organizations.

3. Much of the discussion was at rather ethereal levels. The corporate curators presented slide shows of representative pieces from their collections, discussed the scope of their art activities, and talked about corporate principles that guide their work. The academicians were focused for the most part on corporate responsibilities to society, the need for corporations to fund art with social content, the lack of public access to private collections, etc. Some specific comments to give the flavor of the discussion follow:

- Gonzalez: His budget for art runs from \$75,000 to \$2,000,000 per year. The Chase Manhattan collection has about 13,000 pieces at some 600 sites around the world. The bank has a corporate art committee that meets periodically to vote on acquisitions. Only lewd items were excluded by the committee. Mr. Gonzalez further directed that the works be apolitical.
- Ms. Ash: The Seagrams collection is relatively small. When planning for a new building, they did not want to leave interior decor to chance or disparate employee tastes. They therefore embarked on the creation of an art collection, creating individual collections with each new building added to the organization. For example: sculpture for their main plaza, glass collection at one site, paintings at another, and quality photography at another. They offer tours of some areas of their buildings.

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SUBJECT: Symposium on Corporate Art Collections

-- Of special interest is a project conducted by Seagrams for the United States Bicentennial celebration: photography of all the county courthouses in the country. The collection was later ceded to the Library of Congress, and a traveling exhibit is available.

4. As a result of this experience, I am taking the following actions:

-- Initiating a request to the Library of Congress regarding an exhibit of the courthouse photography.

-- Requesting permission, at some future date, for Ms. Ash and Mr. Gonzalez to visit Headquarters; with the aim of discussing the possibility of exchanges of exhibits.

-- Pulsing the Office of the General Counsel to respond to a previous request for guidance on the legal and ethical aspects of such relations.

-- Seeking additional information on corporate collections.

4. At the conference, Mr. Frank Getlein, art commentator for National Public Radio, asked if he could visit Headquarters to see the Washington Color School art we have. I will check on this with the Director of Public Affairs.

STAT

Attachments:
As stated



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ASPEN INSTITUTE

CORPORATE ART COLLECTING: THE FUTURE OF ARTS PATRONAGE

May 12-14, 1989

Manor House
Wye Center
Queenstown, Maryland

PRELIMINARY SCHEDULE

Friday, May 12

4:00 p.m.	Courtesy limousine departs Baltimore-Washington International Airport (BWI), and train depot at Wilmington for Wye Center
4:00-6:00 p.m.	Registration at Manor House
6:30 p.m.	Opening Reception
7:00-8:00 p.m.	Dinner
8:15-8:45 p.m. ¹	Recital - Charles Kemper - pianist-in-residence
9:00 p.m.	Introductory Gathering - Lee Hall

Saturday, May 13

7:30-8:45 a.m.	Breakfast
<u>Session I</u> 9:00-11:00 a.m.	Manuel Gonzalez - The Chase Collection Description and discussion
	Break
<u>Session II</u> 11:15-12:30 p.m.	Carla Caccamise Ash - Seagrams Collection Description and discussion
12:30-2:00 p.m.	Lunch
<u>Session III</u> 2:00-3:30 p.m.	Steve Weil (Associate Director-Hirshhorn Museum) Corporate influence on Museum Programs and Collections
	Break
<u>Session IV</u> 4:00-5:30 p.m.	Frank Getlein (Art critic - National Public Radio) Corporate influence on art and artists in our society
	Break

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May 12-14, 1989
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Saturday, May 13

	6:30-7:00 p.m.	Cocktails
	7:00-8:00 p.m.	Dinner
<u>Session V</u>	8:00-9:30 p.m.	George Parrino (Dean of Visual Arts - State University of New York at Purchase) Discussion: Corporate Art and the Education of Artists

Sunday, May 14

	7:30-8:45 a.m.	Breakfast
<u>Session VI</u>	9:00-11:00 a.m.	Summary of proceedings through open discussion of opportunities and cautions: Corporate art in the future
	12:00 noon	Lunch
	1:00 p.m.	Courtesy limousine departs Wye Center for Baltimore-Washington International Airport and Wilmington

Phone Numbers

(301) 820-5446 - Manor House
(301) 820-5461 - Phil Nelson's office
(301) 827-7168 - Administrative offices

Corporate Art Collecting Seminar: The Future of Arts Patronage
Manor House
May 12-14

	<u>Participants list</u>	<u>Company Name</u>	<u>Home address</u>
STAT	Dr. Lee Hall - Seminar Leader Senior Vice President	Academy for Educational Development 100 Fifth Avenue New York, NY 10011 212-243-1110	[Redacted] 413-532-1907
	Carla Caccamise Ash Curator of Collections	Joseph E. Seagram & Sons, Inc. 375 Park Avenue, Room 3509 New York, NY 10152-0192 212-572-7379	
	Michael R. Bailey Deputy Director	Maryland State Arts Council 15 W. Mulberry st. Baltimore, MD 21201 301-333-8232	
STAT	Kate Carmel Director - Exhibitions & Collections	David Hanks & Associates 200 Park Avenue - South New York, NY 10003 212-674-7726	[Redacted] 212-254-0377
	Frank Getlein - Speaker Art Critic for National Public Radio Program: "Performance Today"	Critic/Author/Lecturer 915 Prince St. Alexandria, VA 22314 730-549-5181	Same
	Manuel Gonzalez - Speaker Vice President Chase Manhattan Bank	Chase Art Program 410 Park Ave., Level "B" New York, NY 10022 212-223-6132	
STAT	Claire C. Grinberg Curatorial Associate & independent scholar	Art Research Associates P. O. Box 727 Westview Station Binghamton, NY 13905 607-797-7627	[Redacted]
	Betty Mauceri Asst. Director - Arts	AED 100 Fifth Avenue New York, NY 10011 212-243-1110	[Redacted]
STAT	Dr. John H. Milligan Chairman, Fine Arts Commission	Central Intelligence Agency [Redacted]	[Redacted]

	<u>Participants List</u>	<u>Company Name</u>	<u>Home address</u>
STAT	Alice Montag Account Executive Arts & Communications Counselors	Ruder & Finn 301 E. 57 St. 3rd Floor New York, NY 10022 212-715-1559	<div style="border: 1px solid black; height: 40px; width: 100%;"></div> 212-517-6610
	Philip F. Nelson Vice President	Aspen Institute P. O. Box 222 Queenstown, MD 21658 301-820-5461	Same
	Georgia Y. Nelson - Auditor (Spouse)		
STAT	Waldemar A. Nielsen President	W. A. Nielsen, Inc. 250 Park Avenue, South Suite 5000A New York, NY 10003 212-529-9530	<div style="border: 1px solid black; height: 40px; width: 100%;"></div> 212-369-1595
	George Parrino - Speaker Dean of Visual Arts	State University of New York at Purchase 735 Anderson Hill Road Purchase, NY 10577-1400 914-253-5000	
STAT	<div style="border: 1px solid black; height: 20px; width: 100%;"></div> Facility Design Coordinator	Central Intelligence Agency 3E14HQS Washington, DC 20505	<div style="border: 1px solid black; height: 100px; width: 100%;"></div>
STAT	Stephen E. Weil - Speaker Deputy Director	Hirshhorn Museum & Sculpture Garden Smithsonian Institution Washington, DC 20560 202-357-3091	202-234-3388
	Terry Faith Anderson Weihs President	The Crafts Report Educational Fund 125 Main Street Vergennes, Vermont 05491 802-877-3735	
	Erik Sandgren Associate Professor of Arts	Chesapeake College P. O. Box 8 Wye Mills, MD 21679 301-822-5400	
	Bette Gilbert Arts Coordinator	Aspen Institute Programs in the Arts P. O. Box 222 Queenstown, MD 21658 301-820-5462	